

Message Text

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64

ACTION ARA-20

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SUBJ: FSU1974 COMMERCIAL ACTION PROGRAM (CAP) - FINAL REPORT

REF: (A) SAN SALVADOR 1442, (B) SAN SALVADOR 2081

USDOC FOR BIC/OIM/LAD - BERNARD J. CAHILL AND PORTER CLARY?

CRS/BIC-GAVIN BOYD; USIA FOR ILI - JOHN CORR; CBA/OCA/BR

RICHARD C. SCISSORS AND JOHN F. SIMMONS

1. OBJECTIVE ONE: ACTION ONE:

WE COMPLETED MARKET STUDIES ON MEDICAL

EQUIPMENT AND HOSPITAL

SUPPLIES; FOOD PROCESSING AND PACKAGING EQUIPMENT; MEDICINAL,

PHARMACEUTICAL AND VETERINARY PRODUCTS; AGRICULTURAL EQUIPMENT AND

SUPPLIES, AND NEW AND USED TRUCKS AND BUSES FOR PUBLIC TRANSPORT-

ATION.

ACTION TWO:

WE SUBMITTED THIRTY-SIX (36) GOVERNMENT TRADE OPPORTUNITIES, REPORT-

ING SIX EARLY WARNINGS AND TENDERS FOR THE PURCHASE OF EQUIPMENT

AND SERVICES IN THE AMOUNT OF \$159,774,000. COMMERCE'S MAJOR EXPORT

PROJECTS DIVISION AND ARA/CEN/EL SALVADOR WERE MOST COOPERATIVE IN

OBTAINING U.S. PARTICIPATION IN CEL'S HYDROELECTRIC DAM CONSTRUCTION,

INSAFI'S SUGAR MILL AT VALLE DEL JIBOA, AGRICULTURAL

MINISTRY'S ATIOCOYO IRRIGATION PROJECT, ANDA'S WATER DISTRIBUTION

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WORKS, CEPA'S COMALAPA (ASTORIA) JET AIRPORT PLANNING, ANTEL'S

TELECOMMUNICATION DEVELOPMENT PROJECT, AND OTHER PUBLIC WORKS PROJECTS, AMERICAN COMPANY RESPONSE HAS BEEN VERY SATISFACTORY AND GOES OFFICIALS HAVE EXPRESSED THEIR PLEASURE AT THIS INCREASED U.S. PRESENCE. WE TRANSMITTED 34 TOP MESSAGES FOR PURCHASING MACHINERY AND EQUIPMENT IN THE AMOUNT OF \$8,059,000. WE UNDERSTAND THAT AT LEAST 75 PERCENT OF THIS AMOUNT RESULTED IN ACTUAL INCREMENTAL PURCHASES.

2. OBJECTIVE TWO: ACTIONS ONE AND TWO:

WE COMPLETED PROCUREMENT FOR A JOINT U.S. GOVERNMENT-AMERICAN PRIVATE ENTERPRISE PARTICIPATION AT EL SALVADOR'S 6TH INTERNATIONAL FAIR, NOVEMBER 8-25, 1974 AND SOLD 26 STANDS PLUS TWO NON-BUILT AREAS ADJACENT TO USIS'S EXHIBIT. TWENTY-FOUR COMPANIES ARE EXHIBITING A VARIETY OF U.S. GOODS AND SERVICES PLUS THE STATE OF LOUISIANA. AMBASSADOR CAMPBELL SIGNED A CONTRACT WITH THE FAIR FOR THE USE OF THE SAME AREA WE HAD IN 1972 AND WE ARE, FURTHERMORE, RENTING THE FACILITIES BUILT AT THAT TIME. USIS HAS BEEN GRANTED DONATED SPACE. WE AWAIT NEWS REGARDING TECHNICAL ASSISTANCE FROM THE TRADE CENTER, MEXICO CITY (REF. B) AS SOON AS PRACTICAL. WE ARE SCHEDULED TO OPEN THE BUSINESS OFFICE SEPTEMBER 15 AND WILL BE

READY FOR THE SHOW BY NOVEMBER 1ST.

THE FAIR PRESIDENT HAS SIGNIFIED HIS GREAT PLEASURE AT HAVING THE U.S. PARTICIPATE AND THIS HAS BEEN REFLECTED IN THE CONSIDERABLE FAVORABLE PRESS COVERAGE WE HAVE RECEIVED.

3. OBJECTIVE THREE:

OUR COUNTRY TEAM PARTICIPATED FULLY IN OUR EXPORT PROMOTION EFFORT. THE AMBASSADOR AND THE DCM DIRECTED THIS PROGRAM AND WERE READY AT ALL TIMES TO MAKE WHATEVER HIGH LEVEL CONTACTS WERE REQUIRED. OUR RESOURCES WERE APPROPRIATELY ALLOCATED AND USED TO THE BEST POSSIBLE ADVANTAGE WITH OUR TWO ECONOMIC OFFICERS SPENDING 25 PERCENT AND 50 PERCENT OF THEIR TIME ON COMMERCIAL WORK AND THE COMMERCIAL ATTACHE AND HIS STAFF 100 PERCENT ON OPERATIONAL ACTIVITIES.

4. THE NEW PRODUCTS AND FOREIGN BUYER GROUPS PROGRAMS PROGRESSED STEADILY. WITH USIS'S COOPERATION OVER 20 RADIO STATIONS AND THREE NEWSPAPERS NOW REGULARLY PUBLISH THE FORMER WHILST TRADE ASSOCIATIONS AND PRIVATE ENTERPRISE TOOK AN INCREASING INTEREST
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IN THE LATTER. A MINI-MISSION VISITED THE AREA PRIOR TO THE TRADE CENTER, MEXICO RECENT SHOW ON FOOD PROCESSING AND PACKAGING AND PUT ON A SEMINAR AT THE LOCAL CHAMBER OF COMMERCE WITH PROMINENT BUSINESSMEN IN ATTENDANCE.

5. WE HANDLED APPROXIMATELY ONE THOUSAND VISITORS TO THE COMMERCIAL SECTION (AMERICANS, SALVADORANS, THIRD COUNTRY), ANSWERED ABOUT 1,200 TRADE LETTERS AND ABOUT 2,500 TELEPHONE CALLS, SENT IN OVER

300 WTDR'S AND PREPARED 20 ADS'S. THE COMMERCIAL LIBRARY FACILITIES
WERE COMPLETELY REVISED AND BROUGHT UP-TO-DATE.
CAMPBELL

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